

## INFORMATION DISCLOSURE CITATION

Docket Number 99-078	Serial Number 09/540,034
-------------------------	-----------------------------

## Applicants

WALKER et al.

## Filing Date

March 31, 2000

## Group Art Unit

2761

OCT 13 2000

## U.S. PATENT DOCUMENTS

COPY

EXAMINER INITIAL	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB-CLASS	FILING DATE IF APPROPRIATE
TB	A 4,491,725	01/01/85	Pritchard	235	325	REOPENED
	B 4,667,292	05/19/87	Mohlenbrock et al.	364	406	CLOSED
	C 4,750,119	06/07/88	Cohen et al.	364	401	2000
	D 4,833,308	05/23/89	Humble	235	383	2000
	E 4,982,346	01/01/91	Girouard et al.	364	320	CB
	F 5,003,384	03/26/91	Durden et al.	358	84	
	G 5,025,372	06/18/91	Burton et al.	364	406	
	H 5,173,851	12/22/92	Off et al.	364	401	
	I Re. 34,380	09/14/93	Sleevi	379	67	
	J 5,287,268	02/15/94	McCarthy	364	405	
	K 5,297,026	03/22/94	Hoffman	364	408	

## FOREIGN PATENT DOCUMENTS

	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB-CLASS	Translation	
							Yes	No
TB	L	WO 96/31848 A2	10/10/96	PCT				
	M	WO 98/06050 A1	02/12/98	PCT				

## OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)

	N	Rozen, Miriam, "What's New in Joint Promotions?", The New York Times, March 10, 1985, Section 3, Column 1 at pg. 23.
	O	Katcher, P. Royall, "Getting Products to Consumers; The Basics of Retailing, Part 2", Automotive Marketing, May 1990, Vol. 19, No. 5 at pg. 35, ISSN: 0193-3264.

## EXAMINER



## DATE CONSIDERED:

December 30, 2002

**EXAMINER:** Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

**INFORMATION DISCLOSURE CITATION**

 Docket Number  
 99-078  
 Serial Number  
 09/540,034

 Applicants  
 WALKER et al.

 Filing Date  
 March 31, 2000  
 Group Art Unit  
 2761

**U.S. PATENT DOCUMENTS**

EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB-CLASS	FILING DATE IF APPROPRIATE
TB	P	5,319,542	06/07/94	King, Jr. et al.	364	401	
	Q	5,333,186	07/26/94	Gupta ✓	379	201	
	R	5,380,991	01/10/95	Valencia et al. ✓	235	883	RECEIVED
	S	5,420,606	05/30/95	Begum et al. ✓	345	156	
	T	5,515,270	05/07/96	Weinblatt ✓	364	401	SEARCHED
	U	5,537,314	07/16/96	Kanter ✓	364	406	INDEXED
	V	5,619,558	04/08/97	Jheeta ✓	379	90	EA
	W	5,636,346	06/03/97	Saxe ✓	395	201	
	X	5,652,784	07/29/97	Blen et al. ✓	379	67	
	Y	5,687,322	11/11/97	Deaton et al. ✓	395	214	
	Z	5,694,551	12/02/97	Doyle et al. ✓	395	226	

**FOREIGN PATENT DOCUMENTS**

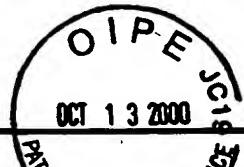
	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB-CLASS	Translation	
							Yes	No

**OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)**

TB	AA	Shaw, Robert, "How the Smart Card is Changing Retailing", Long Range Planning, 1991, Vol. 24, No. 1 at pp. 111 to 114.
	BB	"Checkstands Boost Supermarket Profits", Chain Store Age Executive, Checkstand Design and Productivity, December 1991 at pg. 158.

 EXAMINER T B DATE CONSIDERED:  
 December 30, 2002

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

**INFORMATION DISCLOSURE CITATION**


Docket Number  
99-078

Serial Number  
09/540,034

Applicants  
WALKER et al.

Filing Date  
March 31, 2000

Group Art Unit  
276N

RECEIVED  
U.S. PATENT AND TRADEMARK OFFICE  
OCT 16 2000

**U.S. PATENT DOCUMENTS**

EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB-CLASS	FILING DATE IF APPROPRIATE
TB	CC	5,710,884	01/20/98	Dedrick	395	200.47	
RR	DD	5,717,860	02/10/98	Graber et al.	395	200.12	
	EE	5,721,827	02/24/98	Logan et al.	395	200.47	
	FF	5,724,521	03/03/98	Dedrick	395	226	
	GG	5,727,153	03/10/98	Powell	395	214	
	HH	5,734,838	03/31/98	Robinson et al.	395	214	
	II	5,752,238	05/12/98	Dedrick	705	14	
	JJ	5,761,648	06/02/98	Golden et al.	705	14	
	KK	5,774,868	06/30/98	Cragun et al.	705	10	
	LL	5,794,207	08/11/98	Walker et al.	705	23	
	MM	5,794,210	08/11/98	Goldhaber et al.	705	14	

**FOREIGN PATENT DOCUMENTS**

REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB-CLASS	Translation	
						Yes	No

**OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)**

TB	NN	Pogoda, Dianne M., "G.E.C.C. Offers Credit Card with Discounts, Rebates; General Electric Capital Corp., Brief Article", WWD (Women's Wear Daily), September 3, 1992, Vol. 164, No. 46 at Pg. 7, ISSN: 0149-5380.
	OO	"Set-top 'Converger'; Interactive Initiatives Abound at NCTA Convention", Communications Daily, June 10, 1993, Vol. 13, No. 111 at pg. 9.

EXAMINER

DATE CONSIDERED:

December 30, 2002

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.



Docket Number 99-078	Serial Number 09/540,034
Applicants WALKLER et al.	
Filing Date March 31, 2000	Group Art Unit 2761

### U.S. PATENT DOCUMENTS

EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB-CLASS	FILING DATE IF APPROPRIATE
TB	PP	5,794,220	08/11/98	Hunt	705	40	
	QQ	5,794,221	08/11/98	Egendorf ✓	705	40	
	RR	5,806,044	09/08/98	Powell ✓	705	C 2100	14
	SS	5,806,045	09/08/98	Biorge et al. ✓	705	141	RECEIVED
	TT	5,812,769	09/22/98	Graber et al. ✓	395	200.12	
	UU	5,819,092	10/06/98	Ferguson et al. ✓	395	700	RECEIVED
	VV	5,822,736	10/13/98	Hartman et al. ✓	705	1	
	WW	5,839,119	11/17/98	Krsul et al. ✓	705	39	
	XX	5,855,008	12/29/98	Goldhaber et al. ✓	705	14	
	YY	5,857,175	01/05/99	Day et al. ✓	705	14	
	ZZ	5,864,822	01/26/99	Baker, III ✓	705	14	

### FOREIGN PATENT DOCUMENTS

	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB-CLASS	Translation	
							Yes	No

### OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)

TB	AAA	Mandese, Joe, "Interactive Puts Radio at Crossroads; Out-of-Home Role, Tapping into Digital Tech Could Ensure Future", Advertising Age, News, October 25, 1993 at pg. 12.
	BBB	Kristof, Kathy, Los Angeles times Syndicate, "Card Sharks Are in Season; Be Wary of Discounts and Rebates as You Shop Around for Good Credit Deals", Chicago Tribune, Your Money, November 23, 1993 at Pg. 9, Zone C.

EXAMINER T. B.

DATE CONSIDERED:  
December 30, 2002

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

## INFORMATION DISCLOSURE CITATION



Docket Number	Serial Number
99-078	09/540.034

Applicants
WALKER et al.

Filing Date	Group Art Unit
March 31, 2000	2761

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB-CLASS	FILING DATE IF APPROPRIATE
TB	CCC	5,870,030	02/09/99	DeLuca et al.	340	825.44	
	DDD	5,873,068	02/16/99	Beaumont et al.	705	14	
	EEE	5,873,069	02/16/99	Reuhl et al.	705	120	
	FFF	5,884,292	03/16/99	Baker et al.	705	1403	OCT 18 2000 RECEIVED
	GGG	5,890,135	03/30/99	Powell	705	14	
	HHH	5,923,016	07/13/99	Fredregill et al.	235	380	JUL 20 2000

## FOREIGN PATENT DOCUMENTS

	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB-CLASS	Translation
							Yes No

## OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)

TB	III	Rosenberg, Joyce M., "GE Capital Comes to Macy's Aid Again", AP Worldstream, Financial Pages, February 17, 1994.
	JJJ	Ellis, Stephen, "Credit Card Firms Drive Down Costs", Sunday Times Features Section, February 27, 1994.
	KKK	Patch, Kimberly, "Sled InterNIC Debut Internet Services; Sled Corp Offers Electronic Coupons for Encryption Software; InterNIC Information Services Launches InfoGuide to Internet Computer Network", PC Week, May 16, 1994, Vol. 11 No. 19 at Pg. 130, ISSN: 0740-1604.
	LLL	Ratcliffe, Mitch, "Lucie; Interactive Information, Advertising Stands Upright, Prepares to Walk; Information Presentation Technologies Inc.'s Local Use Consumer Interactive Environment", Digital Media, June 8, 1994, Vol. 4, No. 1 at pg. 14, ISSN: 1056-7038.

EXAMINER

*T. B.*

DATE CONSIDERED:

December 30, 2002

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

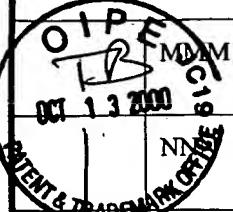
**INFORMATION DISCLOSURE CITATION**

 Docket Number  
 99-078  
 Application Number  
 09/540,034

 Applicants  
 WALKER et al.

 Filing Date  
 March 31, 2000

 Group Att Unit  
 2761

 2700 MAIL ROOM  
 OCT 18 2000  
 RECEIVED


Armstrong, Larry, "Coupon Clippers, Save Your Scissors", Vons Supermarkets are revolutionizing the delivery of discounts. Business Week, June 20, 1994, No. 3377 at pg. 164.

NNN

Bowles, Bob, Andreasen, Lois, "ADSI: Maximizing the Synergy between the Network and Terminals; Analog Display Services Interface", Telephony, August 29, 1994, Vol. 227 No. 9 at pg. 20, ISSN: 0040-2656.

OOO

Block, Valerie, "GM Turns up the Heat with Plan to Cross-Sell Some Financial Products, The American Banker, November 18, 1994, Credit/Debit/ATMs at Pg. 16.

PPP

Wildstrom, Stephen H., "Pagers that Can Spell it All Out", Business Week, January 16, 1995, Technology & You Section, Number 3407 at Pg. 16.

QQQ

Ratcliffe, Mitch, "All Roads Lead to Microsoft? Microsoft's 'Windows Everywhere' Strategy", Digital Media, March 6, 1995, Vol. 4 No. 10 at pg. 3, ISSN: 1056-7038.

RRR

Meece, Mickey, "Big Finance Companies May Want Piece of Limited's Private-Label Card Program", The American Banker, April 12, 1995, Credit/Debit/ATMS Section at Pg. 8.

SSS

Schrage, Michael, "Free Stuff! Predatory Pricing or Creative Cross-Promotion? You Be the Judge; The Beta Version, Industry Trend or Event, Column", Marketing Computers, October 1995, Vol. 15 No. 9 at Pg. 24, ISSN: 0895-5697.

TTT

Various Communications-related Articles in Communications Daily, May 15, 1996, Vol. 16 No. 95 at pg. 4.

UUU

Marshall, Kyle, "More Phone Choices Ring In", The News and Observer (Raleigh, NC), August 13, 1996, Business Section at Pg. D1.

VVV

Nolle, Tom, "Overcoming Cellular Déjà vu; Personal Communications Services", America's Network, September 15, 1996, Vol. 100 No. 18 at pg. 70, ISSN: 1075-5292.

WWW

Meece, Mickey, "Mastercard, Retailers Testing Point of Sale Discounts Program", September 24, 1996, Credit/Debit/ATMS at pg. 14.

XXX

"Battle of the Bogoff: Roderick Oram on a Clash between Retailers and Manufacturers", Financial Times (London), October 24, 1996, Management, Marketing and Advertising at pg. 14.

YYY

Wessel, Harry, "Rewarding Experience?; Credit Cards Offering Bonuses Not for Everyone", Chicago Tribune, November 4, 1996, Your Money at Pg. 1, Zone C.

ZZZ

AT&T Wireless Adds Convenience to Buying Cellular Service", M2 Communications Ltd. 1996; M2 Presswire, November 20, 1996

AAAA

Selasky, Susan, "Easy-to-Swallow Savings; Diner Credit Cards Serve Wide Menu of Discounts", Pittsburgh Post-Gazette, December 5, 1996, Food Section at Pg. F-2.

EXAMINER

*J. Bum*

DATE CONSIDERED:

*December 30, 2002*

**EXAMINER:** Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

# INFORMATION DISCLOSURE CITATION

Docket Number 99-078	Application Number 09/540,034
Applicants WALKER et al.	
Filing Date March 31, 2000	Group Art Unit 2761

TC 2100 MA ROOM

RECEIVED

13 2000 PTI PATENT & TRADEMARK OFFICE	BBBB "Merger Creates Alliance", Credit Risk Management Report, December 16, 1996, Vol. 6 No. 25
CCC	US Patent Application No. 08/769,085 entitled, "Slot Machine Advertising/Sales System and Method", filed December 18, 1996.
DDD	"SNET Cellular Value Plans", SNET Digital Value Plans", SNET Price Plans Brochure, 1997.
EEE	Higgins, Stephen, "Digital Phone Service on the Way", New Haven Register, January 7, 1997, Business Datelione at Pg. D1.
FFF	Beyer, Leslie, "Target Marketing Made Easy; Supermarkets", Delta Communications Inc., Grocery Marketing, February 1997, Vol. 63 No. 2 at pg. 45, ISSN: 0888-0360.
GGG	Kerstetter, Jim, "E-Commerce Updates get Intelligent Agents; Electronic Commerce; Brief Article Product Announcement", Information Access Company, PC Week, February 3, 1997, Vol. 14 No. 5 at Pg. 6, ISSN: 0740-1604, IAC-ACC-NO: 19124919.
HHH	Warner, Bernhard, "Ads in the Ether on PCs, Phones, Pagers (Will Customers Accept Promo Beeps?)", Brandweek, March 31, 1997 at pg. 48.
III	Barlow, Rick, "Relationship Marketing: Coalition Marketing is Coming Back", Brandweek, April 28, 1997.
JJJ	"Emaginet Plans to Push its Way into Consumer Mindset Pocketbook", Interactive PR and Marketing News, May 30, 1997, Vol. 4 No. 22.
KKK	US Patent Application No. 08/880,404 entitled, "Instant Credit Card Marketing System", filed June 23, 1997.
LLL	US Patent Application No. 08/889,319 entitled, "Conditional Purchase Offer Management System", filed July 8, 1997.
MMM	Gilligan, Gregory, Credit Cards from Retail Stores a Mixed Blessing for Shoppers", The Richmond Times Dispatch, July 20, 1997, Business Section at Pg. E-1.
NNN	Simon, Ruth, "Make Sure your Rebate Card Still Delivers the Goods", Money Magazine, August 1997, Your Money Monitor Section at Pg. 42.
OOO	Williams, Martyn, "Internet Update", Post-Newsweek Business Information Inc., Newsbytes, August 4, 1997.
PPP	Fitzgerald, Beth, "New Jersey-based SCA Helps Private Label Credit Cards Take Off", The Star-Ledger, August 4, 1997.
QQQ	Sanders, Edmund, Orange County Register, "Tricky Business; The Magic of Rebate Cards Can Quickly Disappear", Chicago Tribune, August 18, 1997, Your Money Section at Pg. 1, ZONE: C.

EXAMINER

1 3

DATE CONSIDERED:

December 30, 2002

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.